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April 22, 2005

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Commissioner for Patents
PO Box 1450
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Art Unit 3622

Re: U.S. Utility Patent Application
Appl. No. 09/864,293; Filed: May 25, 2001
For: **Interactive Advertisement Mechanism on a Mobile Device**
Inventors: AUFRICHT *et al.*
Our Ref: 1933.0010008

Sir:

Transmitted herewith for appropriate action are the following documents:

1. Amendment and Response to Notice of Not Fully Responsive Amendment; and

2. One (1) return postcard.

It is respectfully requested that the attached postcard be stamped with the date of filing of these documents, and that it be returned to our courier. In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Michael Q. Lee
Attorney for Applicants
Registration No. 35,239

MQL/JSW:apg
Enclosures
390528_1.DOC

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:
AUFRICHT *et al.*
Appl. No.: 09/864,293
Filed: May 25, 2001
For: **Interactive Advertisement Mechanism on a Mobile Device**

Confirmation No.: 3536
Art Unit: 3622
Examiner: Young, John L.
Atty. Docket: 1933.0010008

Amendment and Response to Notice of Not Fully Responsive Amendment

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Sir:

In reply to the Notice of Not Fully Responsive Amendment (Notice) dated March 22, 2005, Applicants submit the following Amendment and Remarks. This Amendment is provided in the following format:

(A) Each section begins on a separate sheet;

(B) Starting on a separate sheet, amendments to the specification by presenting replacement paragraphs marked up to show changes made;

(C) Starting on a separate sheet, a complete listing of all of the claims:

- in ascending order;
- with status identifiers; and
- with markings in the currently amended claims;

(D) Starting on a separate sheet, the Remarks.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned

under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 19-0036.